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STANFORD UNIVERSITY

STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

January 24, 1967

Mr. Joshua Lederberg

~~The Washington Post~~
~~Washington, D.C.~~

*Genetics
Stanford*

Dear Mr. Lederberg:

Which report do you want? If it is the report of 23 case studies of instructional television and other teaching media in 18 countries, that is to be published in Paris in March, and the case studies themselves in April. If you mean the little paper on instructional television I wrote for Ford, which was used as a supplement to their presentation, that is to be published separately by the National Association of Broadcasters in February. I don't have a copy of either, although I do have the complete Ford proposal in several fat volumes. Or perhaps you mean still another report. I'll be glad to try to run it down for you if you will identify it.

I am delighted to see that you are taking over these television problems for me. If you want something in return, I'll be glad to come over some afternoon and solve all your genetics problems.

You will be interested, however, to know that data exchange by satellite has been in the plans from the beginning. And whereas the Ford proposal is not my responsibility nor my doing and I have no right to speak for Mr. Bundy, perhaps I can set at rest some of your unease by saying that all the thinking in the Carnegie thinking and surrounding the Ford proposal sharply distinguished between instructional television for schools and colleges, and noncommercial "educational" television for home reception. There is little need for great timeliness and immediacy in instructional television (although there is, of course, in some of the data exchange and other such communications which might use the same vehicle as television). On the other hand, noncommercial television does have a certain amount of need for timeliness in covering public affairs. An important Senate hearing, UN general assembly session, or interpretation or discussion of an important event -- services that aren't likely to be provided by the commercial networks -- loses a great deal if it has to wait several weeks for the "bicycle" videotape circulation which is now all that noncommercial television can afford. Even libraries feel they have to collect the faster print media -- newspapers, weekly magazines -- as well as the slower ones, such as books and journals.

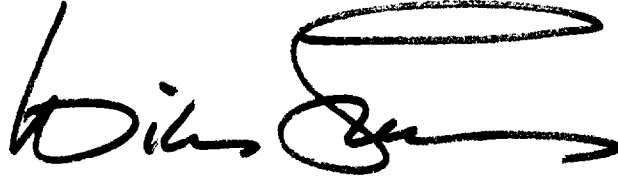
I am sure Mr. Bundy would be glad to find that a man of your eminence is interesting himself in these problems. His announced

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hope was that there would be national discussion of what we want out of television, and especially out of educational television -- and how to get it.

With best wishes, I am

Sincerely yours,

A handwritten signature in black ink, appearing to read "Wilbur Schramm". The signature is stylized with a large, sweeping "W" and a long, horizontal flourish extending to the right.

Wilbur Schramm
Director

WS:lm